

# Southwest Airlines Adds Kahului (Maui), Hawaii To List Of Half-Dozen New Routes Launching From Long Beach On March 11, 2021

DALLAS — [Southwest Airlines Co.](#) (NYSE: LUV) today announced an additional route between Kahului (Maui), Hawaii and Long Beach, Calif., the carrier's fifth gateway in California to offer nonstop service to the Hawaiian Islands; with fares as low as \$99 one-way for travel beginning March 11, 2021. The number of seats, and select days of the week are limited (see detailed fare rules and schedule information below and at [Southwest.com](#)).

Also on March 11, Southwest Airlines® will commence previously announced nonstop service, an additional six new routes from Long Beach including Chicago (Midway), Dallas (Love Field), Honolulu (Oahu), Houston (Hobby), Kahului (Maui), Reno/Tahoe, and St. Louis. Visit Southwest's low fare calendar on [Southwest.com](#) to purchase tickets.

"We're pleased to offer the comfort, value, and flexibility of Southwest Airlines to Hawaii from the LA Basin with time-saving nonstop service daily between Long Beach and both Honolulu and Maui beginning March 11," [Andrew Watterson](#), Southwest Airlines Executive Vice President & Chief Commercial Officer said. "Southwest also is increasing service on popular existing routes by adding previously shared new nonstop access to our easy airport experiences in the mid-continent that mirror ease and convenience in Long Beach, such as Midway Airport in Chicago, Love Field in Dallas, Hobby Airport in Houston, and Lambert-St. Louis, ushering a new era of historic reach for Long Beach "

[Read more](#) about Southwest Airlines' history, employment, and flight service at Long Beach Airport.

## SOUTHWEST AIRLINES SALE FARE RULES

Purchase today through Jan. 29, 2021, 11:59 p.m. Central Standard Time, and travel between Long Beach, Calif. to Kahului, (Maui) between March 11, 2021, and May 26, 2021. Unless otherwise specified, travel is valid Monday through Thursday. Fares are valid only on nonstop service. Displayed prices include all U.S. and international government taxes and fees. Rapid Rewards® points bookings do not include taxes, fees, and other government/airport charges of at least \$5.60 per one-way flight. Seats and days are limited. Fares may vary by destination, flight, and day of the week and won't be available on some flights that operate during very busy travel

times and holiday periods. Travel is available for one-way Wanna Get Away® fares. Fares may be combined with other Southwest combinable fares. If combining with other fares, the most restrictive fare rules apply. Sale fares may be available on other days of the week, but that's not guaranteed. Fares are nonrefundable but may be applied toward future travel on Southwest, as long as reservations are canceled at least 10 minutes prior to the scheduled departure. Failure to cancel prior to departure will result in forfeiture of remaining funds on the reservation. Any change in itinerary may result in an increase in fare. Standby travel may require an upgrade to the Anytime fare depending on Rapid Rewards tier status. Fares are subject to change until ticketed. Offer applies only to published, scheduled service.

#### ABOUT SOUTHWEST AIRLINES CO.

In its 50th year of service, Dallas-based [Southwest Airlines Co.](#) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by nearly 58,000 Employees to a Customer base that topped 130 million Passengers in 2019. Southwest has a robust network of point-to-point service with a strong presence across top leisure and business markets. In peak travel seasons during 2019, Southwest operated more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries. In 2020, the carrier added service to Hilo, Hawaii; Cozumel, Mexico; Miami; Palm Springs, Calif.; Steamboat Springs; and Montrose (Telluride), Colo. In 2021, Southwest will begin service to both Chicago (O'Hare) and Sarasota/Bradenton on Feb. 14; both Savannah/Hilton Head and Colorado Springs on March 11; both Houston (Bush) and Santa Barbara, Calif. on April 12; Fresno, Calif. on April 25; and Jackson, Miss. on June 6.

The carrier issued its [Southwest® Promise](#) in May 2020 to highlight new and round-the-clock efforts to support its Customers and Employees well-being and comfort. Among the changes are enhanced cleaning efforts at airports and onboard aircraft, and face covering requirements for Customers and Employees. Additional details about the Southwest Promise are available at [Southwest.com/Promise](#).

Southwest coined [Transfarency®](#) to describe its purposed philosophy of treating Customers honestly and fairly, and low fares actually staying low. Southwest is the only major U.S. airline to offer bags fly free® to everyone (first and second checked pieces of luggage, size and weight limits apply, some carriers offer free checked bags on select routes or in qualified circumstances). Southwest does not charge change fees, though fare differences might apply.

Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. Learn more about how the carrier gives back to communities across the world by visiting [Southwest.com/citizenship](#).

Book Southwest Airlines' low fares online at [Southwest.com](https://www.southwest.com) or by phone at 800-I-FLY-SWA.

Media Contacts:

Visit the Southwest Newsroom at [swamedia.com](https://www.swamedia.com) for multimedia assets and other Company news.

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ABOUT SOUTHWEST AIRLINES CO.

[Southwest Airlines Co.](https://www.southwest.com) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 121 airports across 12 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline(fn. 1). By empowering its more than 73,000(fn. 2) People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting [Southwest.com/citizenship](https://www.southwest.com/citizenship).

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q4 2025
2. Fulltime-equivalent active Employees as of March 31, 2026

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